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## SUCCESS STORY

# Tradeshow Leads to Sweet Deals

### Beekeepers Ink First Export Contract



*Rural mountain valleys are unpolluted and perfect for organic production*



*At Biofach, Bacau Association President Sava (far left) shakes on the deal with the Alterbio General Manager and President (right) after formalizing their two-year agreement.*

In February, USAID, through its RADP program, organized a trip for beekeepers from two associations and for a small private processing company, Apiland Baie Mare, to attend **BioFach**, Europe's largest and most important tradeshow for organic products. Since neither association had ever exported previously, nor any of the beekeepers owned passports, this initial trip was intended as an introduction to international markets. In preparation, USAID program assisted with printing of association brochures and business cards for participants, developed company logos and organized meetings with potential buyers. The results have surpassed everyone's expectations.

At the tradeshow, Apicola Bacau signed a two-year partnership agreement with a French company; the contract calls for the purchase of 30 tons of organic honey this year at a 40% price premium over current prices offered by domestic processors. Since returning from **BioFach**, an Italian company has sent an order for 40 tons of conventional honey, a Bulgarian firm wants a test shipment of 18 tons of organic honey and a German company is ready to make an order for the future delivery (from next year's crop) of organic pollen.

Commenting on their success at **BioFach**, Mr. George Sava, President of Apicola Bacau said, "We are extremely pleased at the results from attending the tradeshow. We learned that Romania can compete in the world market and we look forward to increasing our exports next year. The higher prices we can receive from exporting will mean a large increase in our members' income. Since returning from the BioFach Organic Trade Show, RADP has expanded its assistance to include additional organic honey associations in Arad and Iasi Counties.

USAID's Romania Agribusiness Development Program (RADP) is working to increase the competitiveness of several beekeepers' associations. USAID assistance is focusing on improving the quality of honey (and other apiary products), increasing value added at the producer level and in identifying new and more profitable markets.